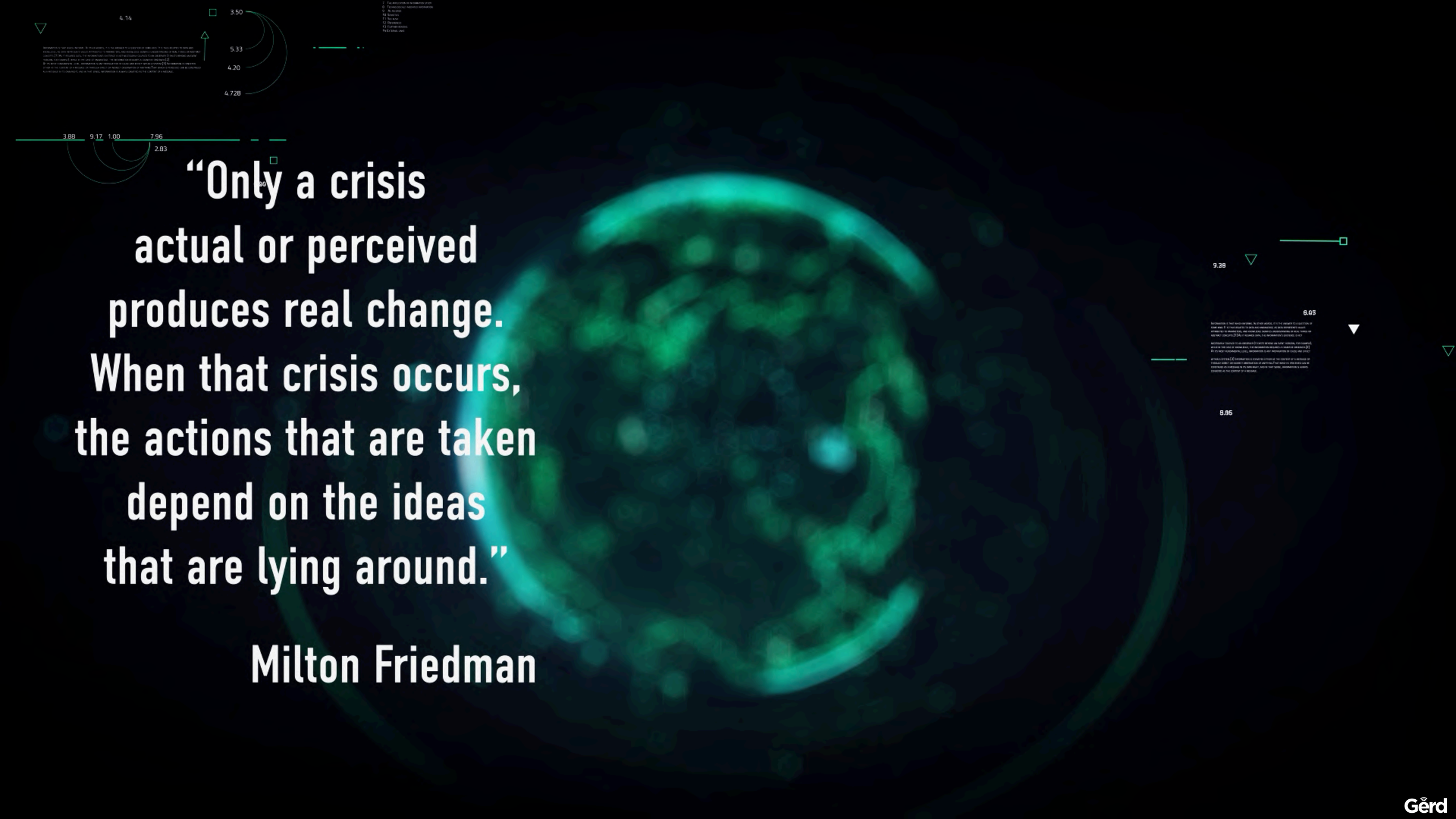
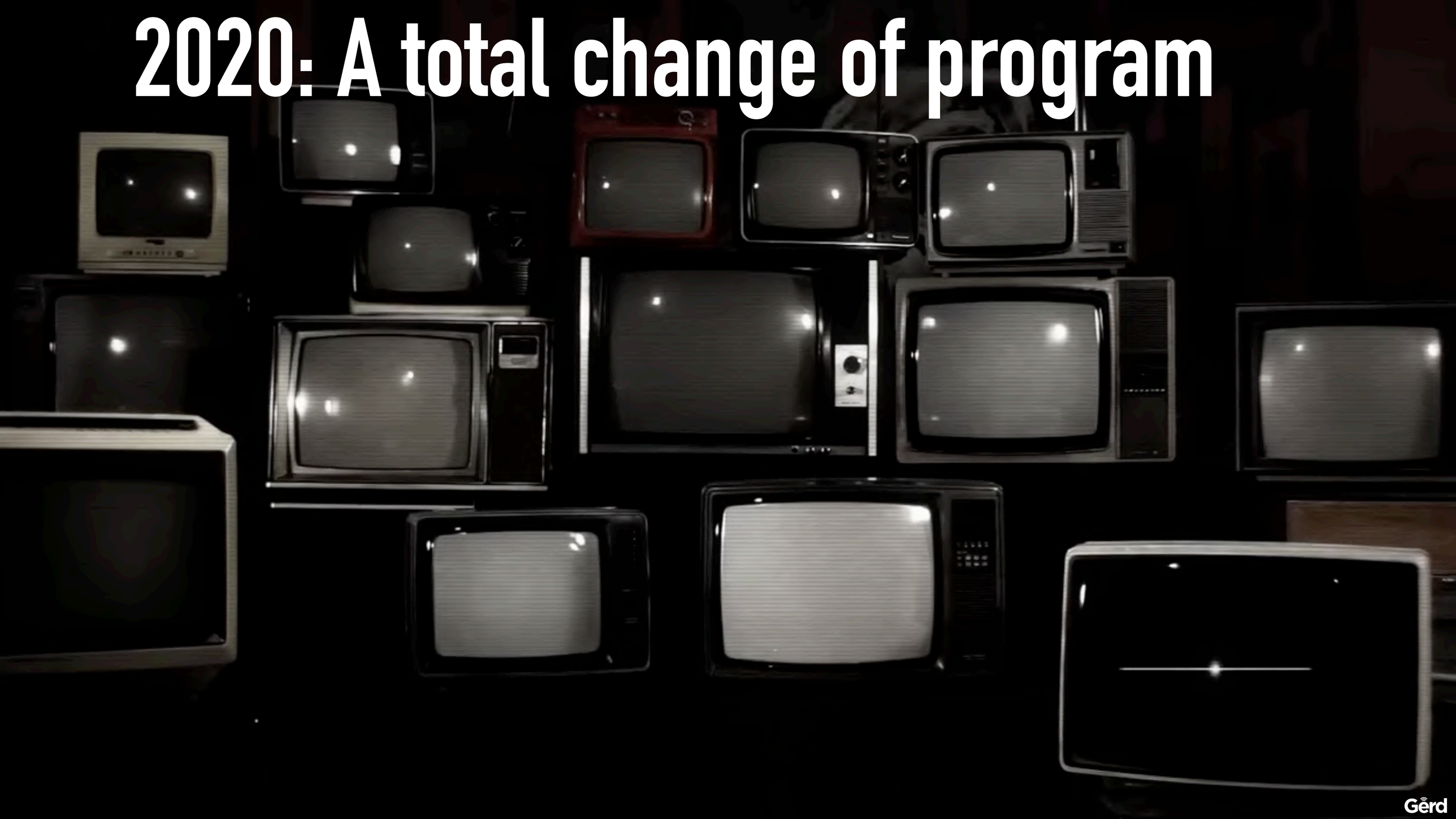
~~‘What will the future bring’ ?~~

‘WHAT DO WE WANT OUR FUTURE TO BE’?

Gerd


“Only a crisis
actual or perceived
produces real change.
When that crisis occurs,
the actions that are taken
depend on the ideas
that are lying around.”
Milton Friedman

2020: A total change of program

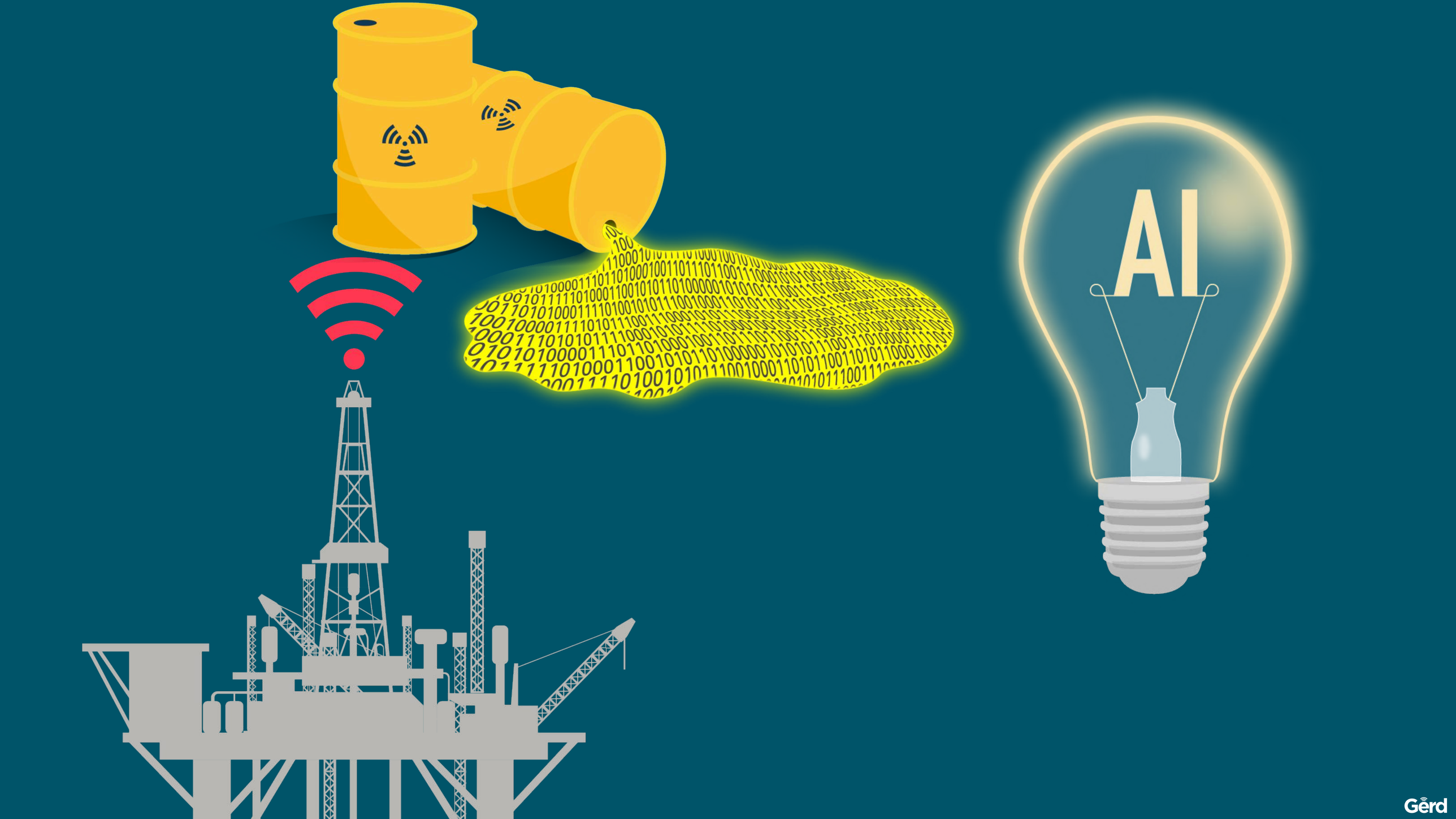


There is no such thing as ‘Going Back to Normal’!

Gerd

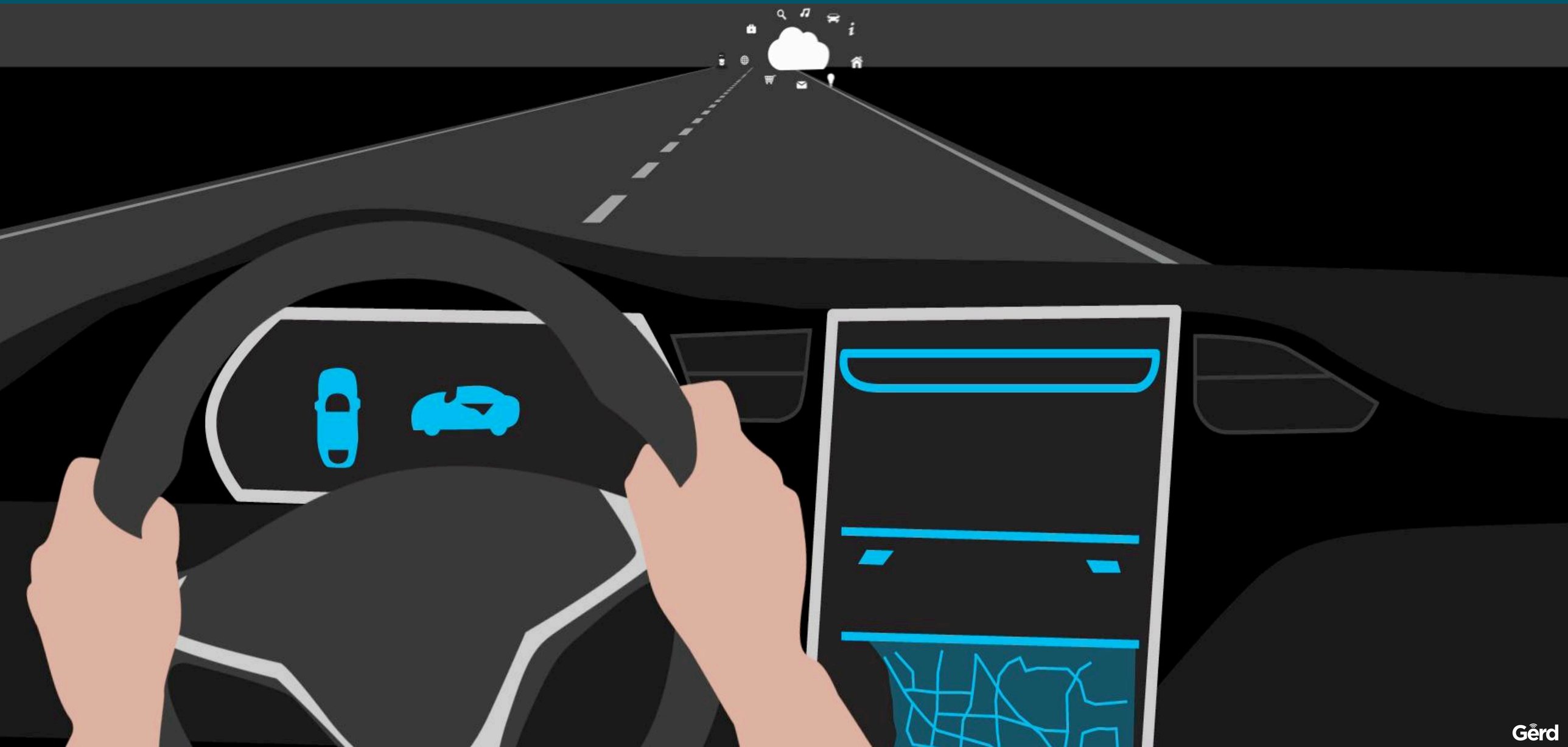
The Great Transformation

Gerd



Gerd

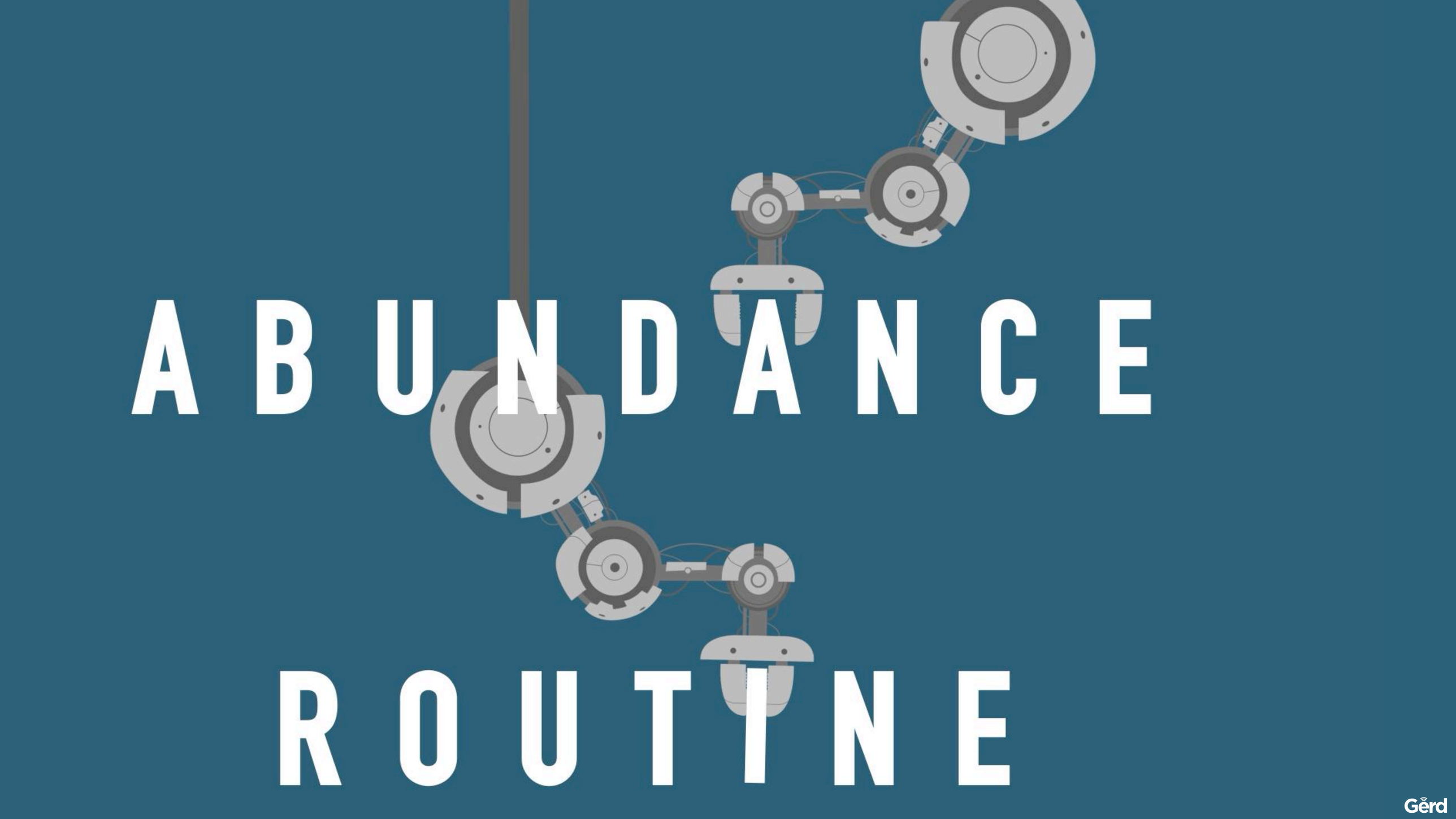
Warp-drive into exponential technological change



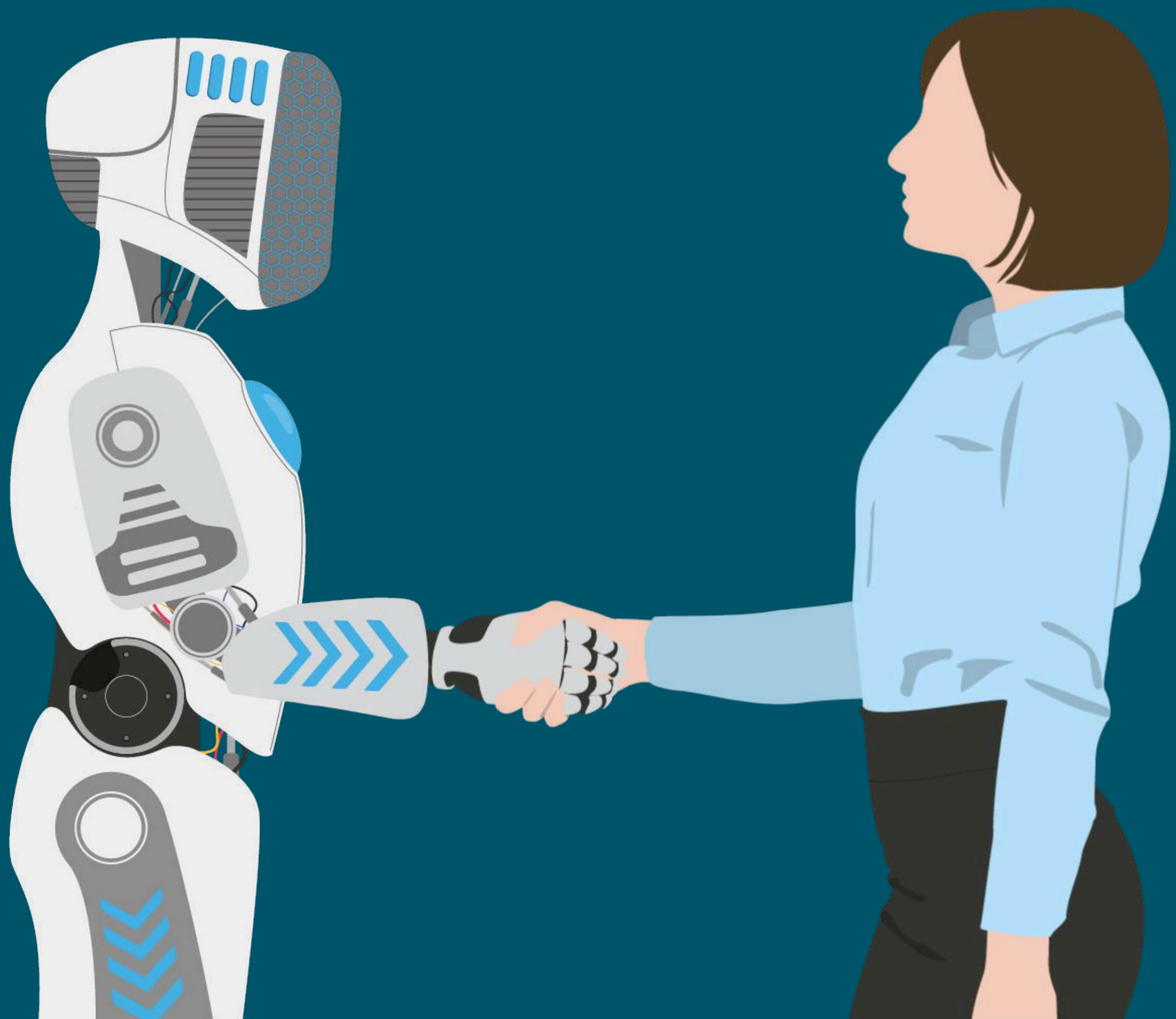
Gerd

Digital (Marketing) will greatly accelerate due to the Corona Crisis

Gerd


ABUNDANCE
ROUTINE

The End of Routine Tasks (Bot Jobs) is NOT the end of human work



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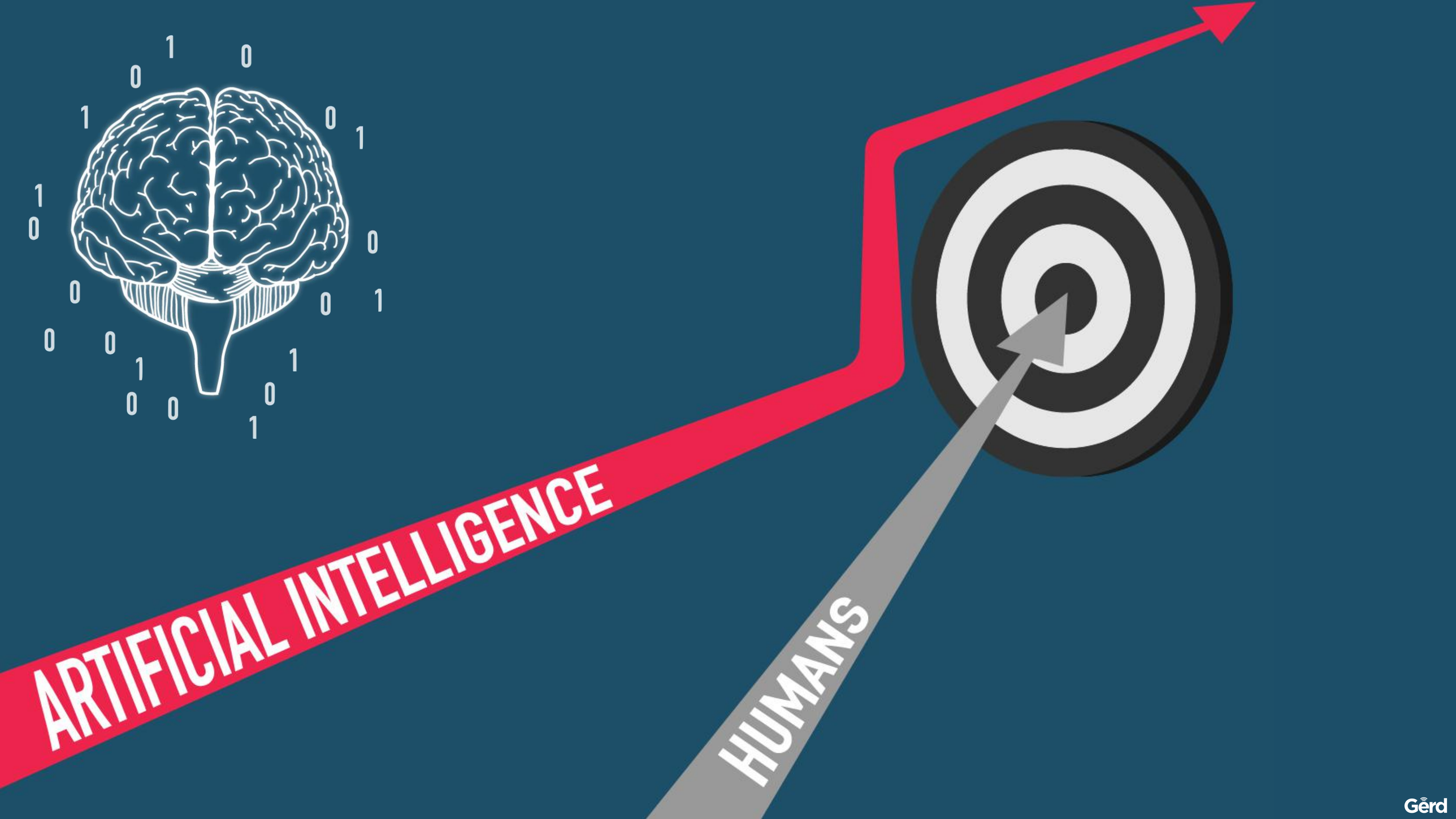
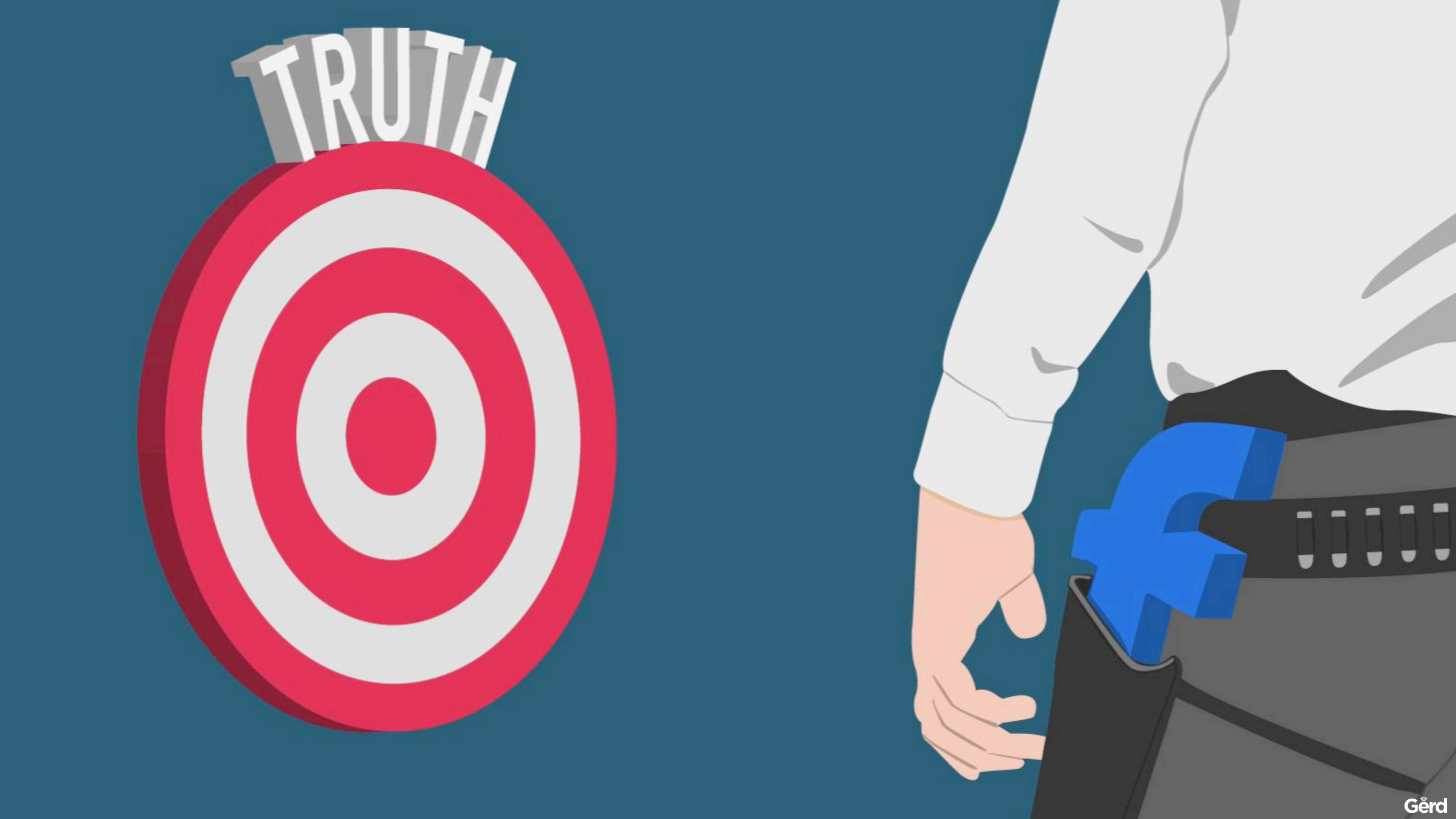

ARTIFICIAL INTELLIGENCE
HUMANS
Gerd


TRUTH

TRUST

VELOCITY **U**NORTHODOXY **C**O-CREATION **A**WESOMENESS

Salesforce Research develops COVID-19 search engine

Airbnb's policy for coronavirus travel refunds riddled with loopholes, customers say

The Future of Media: Re-Humanisation

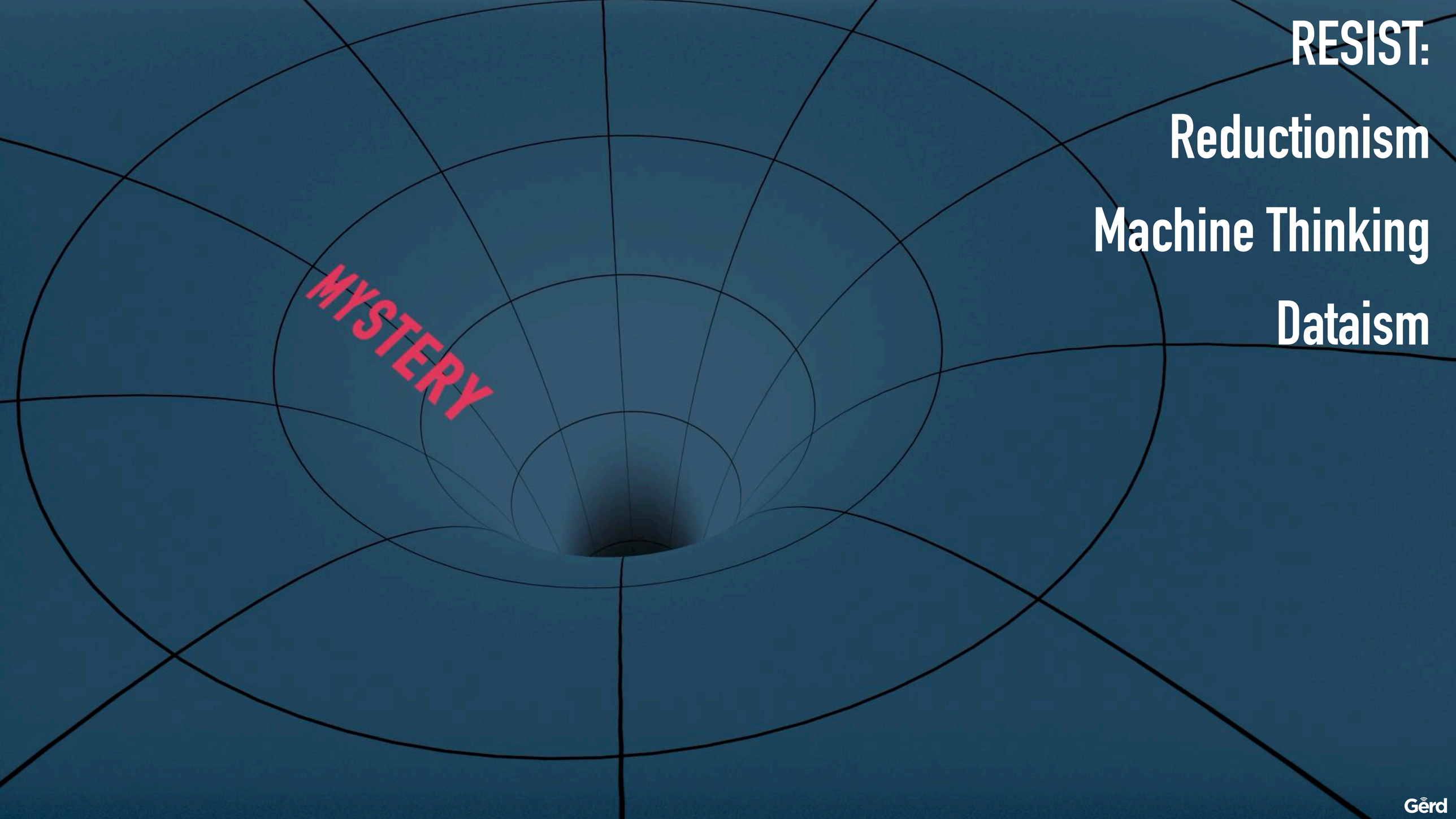
Gerd

RE-HUMANIZE

Ethics: knowing the difference between what you have the power or the right to do, and what is the right thing to do

TECHNOLOGY HAS NO ETHICS

Gerd



RESIST:

Reductionism

Machine Thinking

Dataism

Gerd

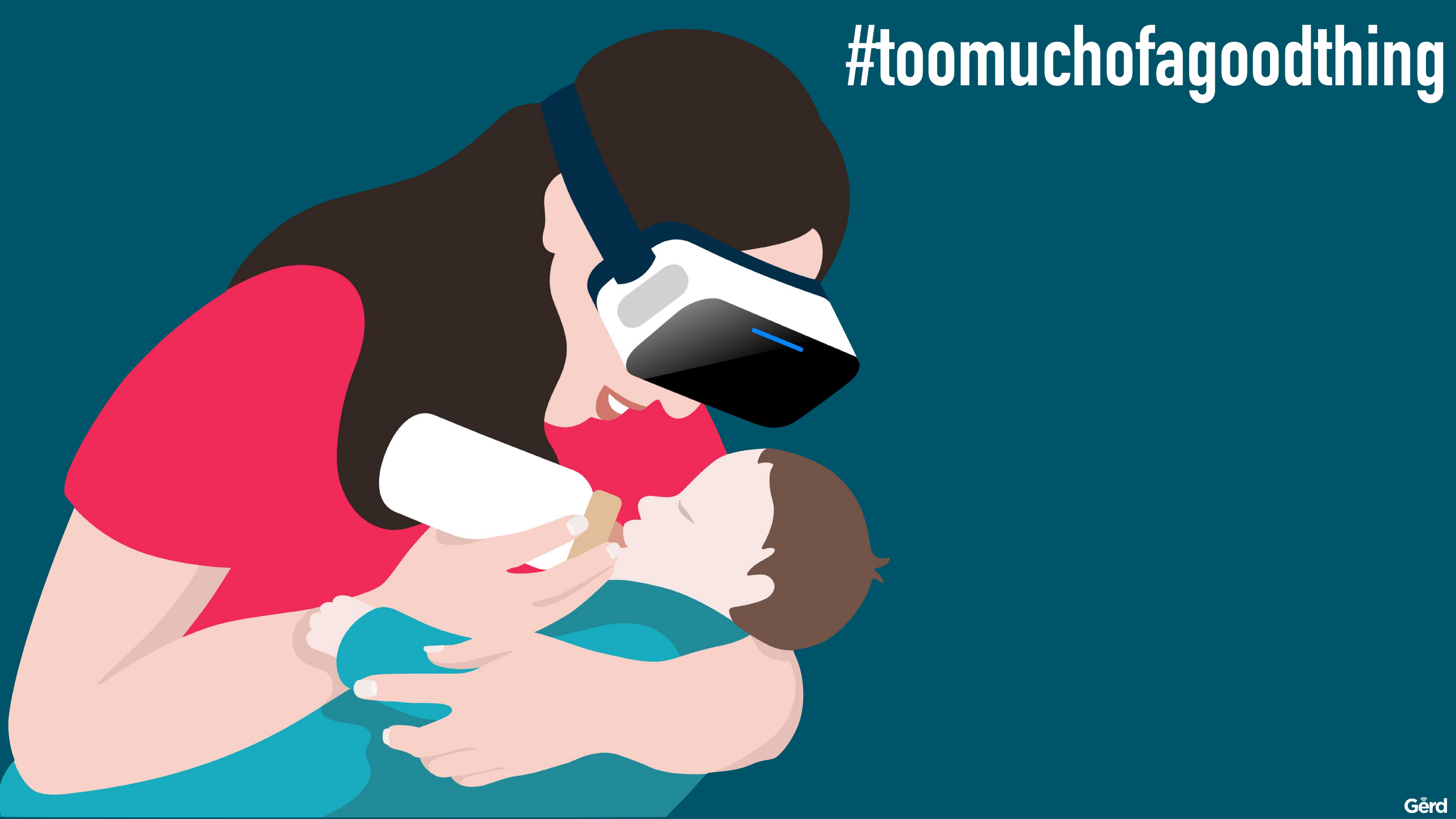
RESIST:

Reductionism

Machine Thinking

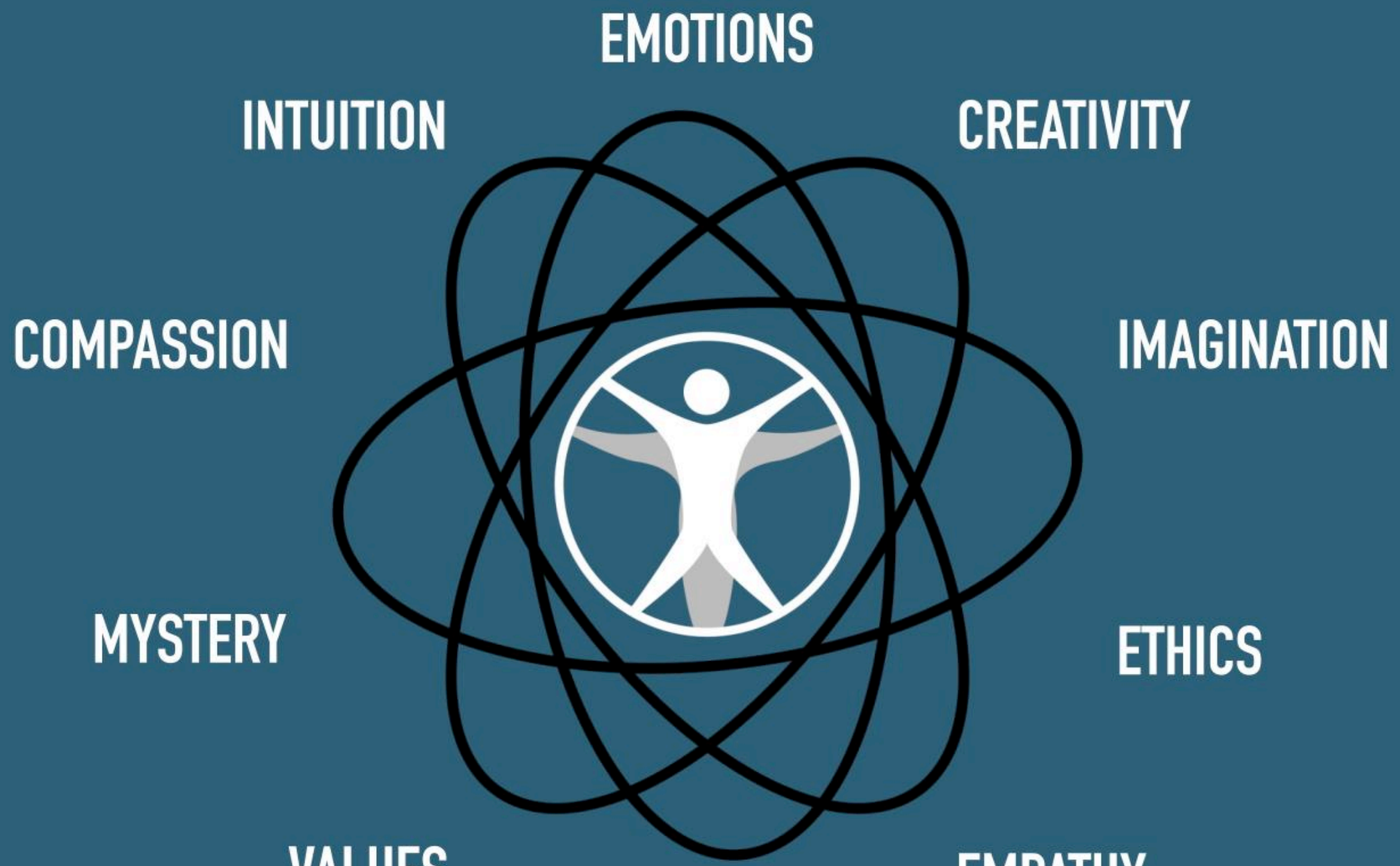
Dataism

Gerd


#toomuchofagoodthing
Gerd

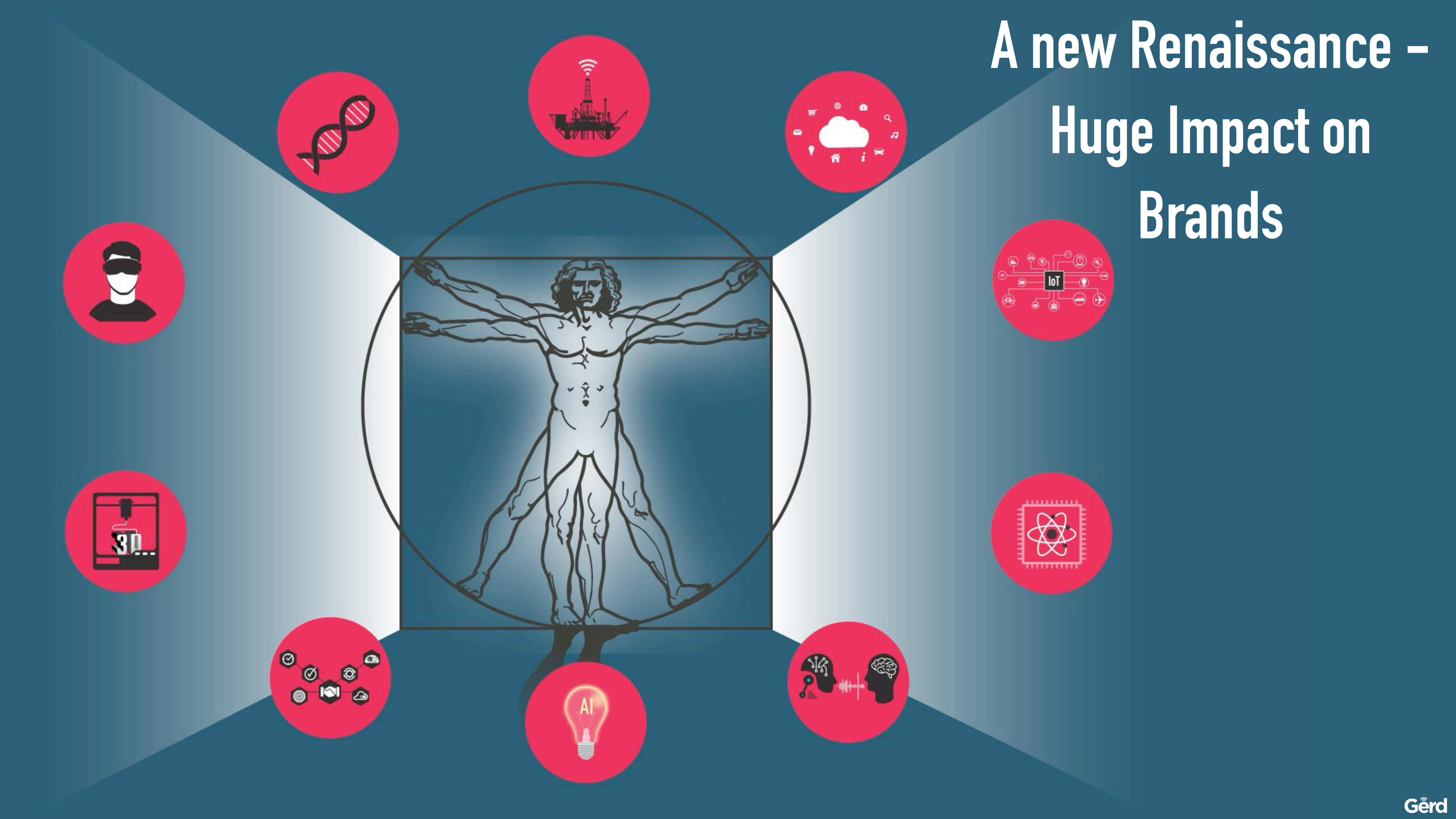
Everything should be as connected as necessary – but not more!

Technology is not WHAT we seek but HOW we seek



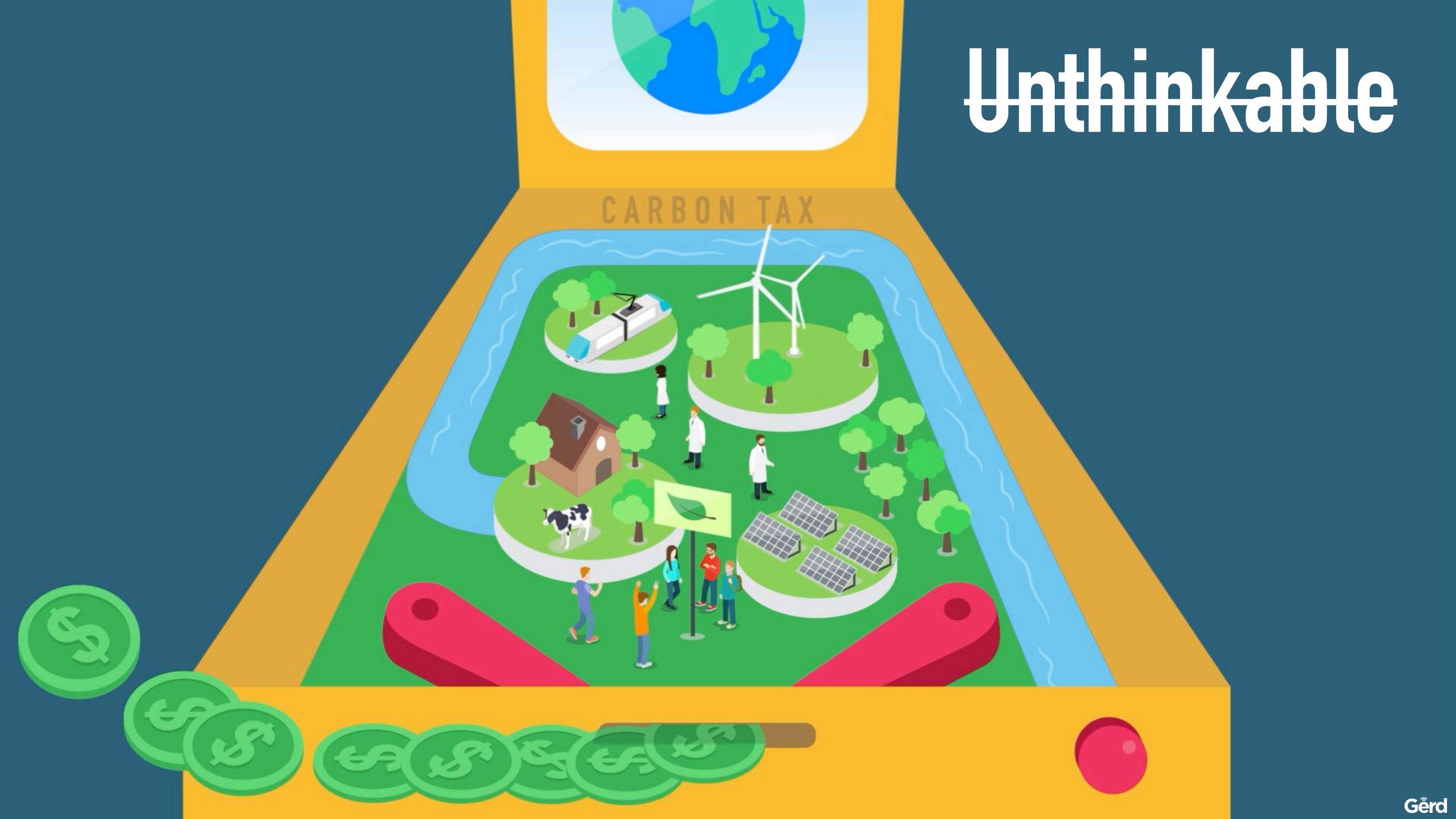
Gerd

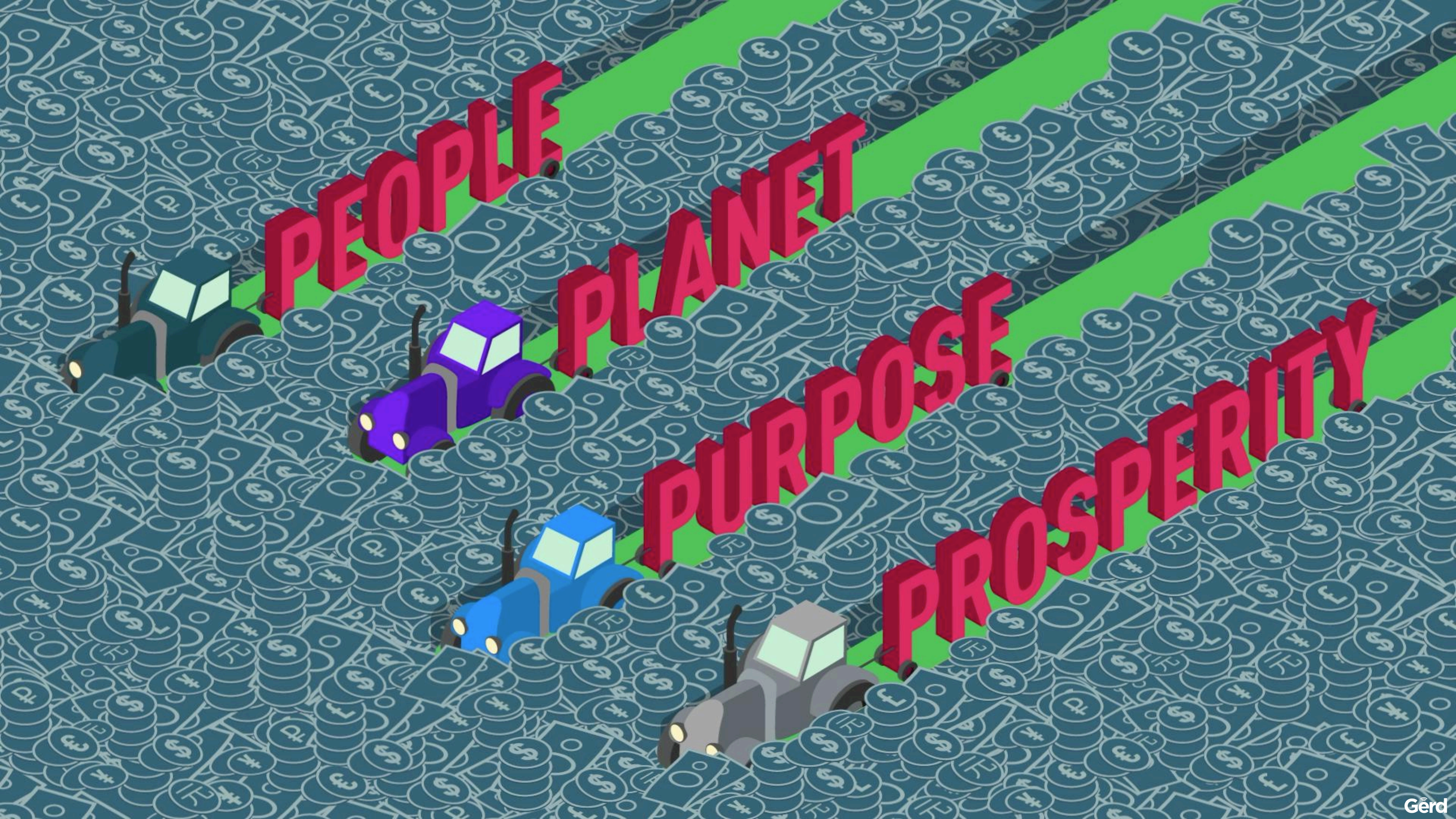
A new Renaissance – Huge Impact on Brands



Gerd

~~Unthinkable~~



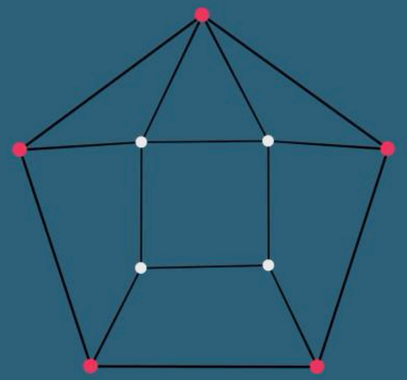

PEOPLE
PLANET
PURPOSE
PROSPERITY

Get ready. . . !

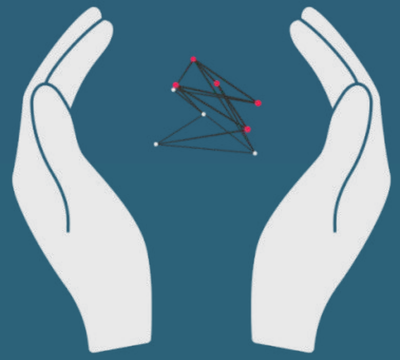
The 6 Future Principles: Technology AND Humanity

EXPONENTIAL

CONVERGENT



COMBINATORIAL



HOLISTIC

CIRCULAR

HUMAN

Gerd

Embrace technology – but don't become it

Gerd